

**ABSTRACT**

A collapsible display structure and a shelf module for insertion therein are provided. The display structure includes a back panel and a first and second wing panel that are connected to the back panel and are movable between an expanded position and a collapsed position. The interior surface of the wing panels includes guides for receiving a shelf module. The shelf modules include a frame and a merchandise-receiving portion for holding an item of merchandise to be displayed. The shelf modules further include guide-engaging elements for engaging the guides on the display structure. The shelf module includes a locking device that is movable between a locked position and an unlocked position. In the locked position the locking device prevents the shelf module from being removed from the display structure. In the unlocked position the locking device allows the shelf module to be removed from the display structure.